

Annex 1 - NARRATIVES

NARRATIVE 1

Respect my own creativity, innovation and entrepreneurship, as well as that of others and note the importance to protect them

Importance to protect the results of personal investment in creativity and innovation notably young people to reap financial, societal and cultural benefits of such intellectual potential. Highlighting the need to protect and respect the creativity of the others.

NARRATIVE 2

Acknowledgement of the value of original products and legal sources of digital content to avoid confusion among consumers

Quality is better for both physical and digital products but other factors are at stake (affordability, costs, etc....).

In the search for genuine products and copyright-protected content, it is not always easy for consumers to identify the reliable sellers/providers; studies have shown that consumers have been misled notably in the digital environment and/or are confused about what constitutes a legal source of digital contents and of genuine physical products.

NARRATIVE 3

Identification of the risks associated with counterfeiting and piracy

Counterfeiting and piracy compromise the safety and security for consumers. Cheaper products can incur hidden risks.

NARRATIVE 4

Encouraging and enhancing creativity, innovation and entrepreneurship of young Europeans, including children in schools

In Europe the most valuable asset we have is our long history of creativity, innovation and entrepreneurship. Protecting your own work and respecting the work of others plays an increasingly important role in the professional and private lives of all citizens. Therefore, knowledge of basic principles, built around respect for one's own and others' creative works, linked with awareness of their value and existing protection tools, should be deeply rooted for young Europeans in 21st century education.

Source: IP Perception study 2017 & IP Youth scoreboard 2016, Youth workshops and other Observatory publications.

<https://euiipo.europa.eu/ohimportal/en/web/observatory/home>